

⇒ Prominence

Famous people get more coverage just because they are famous. If you break your arm it won't make the news, but if the Queen of England breaks her arm it's big news.

⇒ Human Interest

Human interest stories are a bit of a special case. They often disregard the main rules of newsworthiness; for example, they don't date as quickly, they need not affect a large number of people, and it may not matter where in the world the story takes place.

Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items.

Sample News Script

.11 PM News -
08/07/2006 Writer: P.
Smith

Selma Fed. Records Fire- page 1 of 2 (17)

Studio - Jacobs
Server - video only:
(file: fedfire.01)

FIRE OFFICIALS SAY THE BLAZE THAT RAVAGED THE FEDERAL RECORDS STORAGE FACILITY IN SELMA VALLEY IS NOW UNDER CONTROL. MORE THAN 40 FIRE FIGHTERS BATTLED THE FLAMES THAT ERUPTED LATE WEDNESDAY NIGHT. TV-3'S JOHN JACOBS ASKED FIRE FIGHTER JENNIFER CARRY IF THE BLAZE MAY HAVE BEEN THE WORK OF AN ARSONIST. =====

((In cue: "Well, it's a bit too early to tell yet, but there seems to be...))

SERVER SEGMENT: 1:12

((Out cue: "...and so as fire fighter Jennifer Carry says, it's really too early to tell about arson. This is John Jacobs for TV-3"))

Server - video+
audio (file: fedfire.07)

=====

BECAUSE THE FIRE INVOLVED FEDERAL RECORDS , THE F-B-I HAS BEEN CALLED IN TO INVESTIGATE. EARLIER THIS AFTERNOON TV-3'S SANDRA PARKS ASKED BUREAU CHIEF TIM RAY ABOUT THE F-B-I'S INVOLVEMENT. =====

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((Continued))

More Tips

- **It's About People**

News stories are all about how people are affected. In your sports story, you might spend some time focusing on one or more individuals, or on how the team morale is doing, or how the supporters are feeling.

- **Have an Angle**

Most stories can be presented using a particular angle or "slant". This is a standard technique and isn't necessarily bad - it can help make the purpose of the story clear and give it focus. Examples of angles you could use for your sports story:

"Team Tackles National Competition"

"Big Ask for First-Year Coach"

"Local Team in Need of Funds"

- **Keep it Objective**

You are completely impartial. If there is more than one side to the story, cover them all. Don't use "I" and "me" unless you are quoting someone. Speaking of quoting...

- **Quote People**

For example: "We're really excited about this competition," says coach Bob Dobalina, "It's the highest target we've ever set ourselves".

- **Don't Get Flowery**

Keep your sentences and paragraphs short. Don't use lots of heavily descriptive language. When you've finished, go through the entire story and try to remove any words which aren't completely necessary.